**LA DONA R. CANEVARO**

La Dona Canevaro has more than twenty five years of experience in the Travel Industry. Starting her career in the Airlines/Cruise Lines, she found her niche in Lodging. A California native, La Dona held management positions in some of San Francisco’s most prominent hotels over the last two decades and consulted on projects in Hawaii.

La Dona has owned and operated a full service marketing agency in San Francisco, tried her hand at running her own restaurant in Key West and was a shooting guard with

UC Santa Barbara. She’s not afraid of a challenge and dives into a cross section of interests from philanthropic to politics. She has volunteered her time, served on numerous committees & chaired events throughout her 25 years; from Meeting Planners Int’l, San Francisco CVB (SF Travel), Habitat for Humanity and SF AIDS.

La Dona has been responsible for multi-million dollar budgets to project management of new hotel openings and has designed successful advertising, public relations and marketing campaigns throughout her career. She has established herself within the Hotel & Travel Industry communities via speaking engagements, Board positions and developing longstanding relationships with her peers and clients.

Having spent almost 10 years of her life living in Tehran, Jakarta, Bangkok & London, she is thrilled to have relocated to Oregon. She’s doing her best to embrace the outdoor lifestyle that it offers; most recently developing a passion for Fly Fishing.

Her dream is to continue her focus in online marketing, business development and strategic partnerships. An opportunity to consult with companies focused on the newest industry technologies, products and services would be an ideal environment for her knowledge and enthusiasm.

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